

INFORMATION LETTER

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NATIONAL CANNERS ASSOCIATION

For Members
Only

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December 18, 1954

Secretary of Treasury Humphrey To Be Speaker at Convention

Guest speakers at the General Session of the 48th Annual Convention of the N.C.A. will be The Honorable George M. Humphrey, Secretary of the Treasury, and Ralph D. Paine, Jr., publisher of *Fortune* magazine, it is announced by President E. E. Willkie.

Mr. Humphrey generally will stress government and business relations and point up the matters in which canners and the U. S. Treasury program have common ground.

Mr. Paine, one of the outstanding magazine publishers of the country, has been chosen as a speaker in recognition of this year's increased consumer and trade relations activities in the Association.

Both speakers will appear on the program on Saturday morning, February 19, at which the N.C.A. annual meeting is held. At this same session President Willkie will present greetings to the Convention delegates, and the report of the Nominations Committee will be made. Following the addresses of Messrs. Humphrey and Paine, the Convention Resolutions will be presented and voted on and the newly elected officers of N.C.A. will be installed.

George M. Humphrey

Mr. Humphrey of Cleveland, Ohio, took the oath of office in the Eisenhower Cabinet on January 21, 1953. In his capacity as Cabinet member and chief officer of the Treasury Department

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Negotiations Completed on Philippine Trade Agreement

Negotiators representing the United States and the Philippine Republic on December 15 announced agreement on a revision of the 1946 trade act and agreement between the two countries.

The agreement results from three months of discussions between a Philippine economic mission and the U. S. delegation appointed by the President and is subject to enactment of enabling legislation by Congress and by the Philippine legislature. The agreement was signed in ceremonies at the State Department.

The new trade agreement increases tariff preferences for Philippine articles entering the United States and decreases tariff preferences for United States articles entering the Philippines.

The tariff duties to be collected by each country on imports from the

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Benson Removes Controls on Diverted Acres

Secretary of Agriculture Ezra Taft Benson on December 13 announced the removal of previously proposed special controls on the production of some crops in 1955. The specific action, aimed at greater freedom of operation for farmers and made possible by changing conditions, is as follows:

"(1) Cross-compliance requirements among individual crop acreage allotments will not be in effect for 1955. (Under regulations announced last June, a producer would have been required to comply with all crop allotments established on his farm for 1955 in order to be eligible for any crop price support.)

"(2) Previously proposed limitations on the use of acres diverted from allotment crops to produce commercial vegetables, potatoes and sweet potatoes will not be in effect for 1955. (Under a proposal announced last September, the 1955 harvested acreage of this vegetable-potato group

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Meeting of Ohio Canners

The food business is larger than any other industry in the country except the government, N.C.A. Secretary Carlos Campbell told members of the Ohio Canners Association at their 47th annual convention December 16.

"The nation's food bill last year totaled about \$65 billion. The consuming public accordingly spends more money to satisfy its appetite than for anything else except government, which last year was an \$85 billion business, larger than any of the so-called big businesses, like steel and automobiles," he said.

Spending for food amounts to \$393 on the average for each of the 160 million consumers in the United States or \$1.08 per person per day, he asserted. Mr. Campbell said that this dynamic market offers a challenging opportunity to food canners, not only

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Season's Greetings



President Seeks Coordination of Foreign Economic Policy

The President this week designated Joseph M. Dodge as Special Assistant to the President and named him chairman of a new Council on Foreign Economic Policy.

The President wrote Mr. Dodge that "it is my desire that we proceed as rapidly as possible to bring about improvements in the organization of the Executive Branch for the development and coordination of foreign economic policy, including its relation to domestic economic policy where it is involved."

Mr. Dodge's assignment is to assist and advise the President in "accomplishing an orderly development of foreign economic policies and programs and to assure the effective coordination of foreign economic matters of concern to the several departments and agencies of the Executive Branch."

Other members of the Council, also designated by the President, are the Secretaries of State (Mr. Dulles), Treasury (Mr. Humphrey), Commerce (Mr. Weeks), Agriculture (Mr. Benson), and the Director of the Foreign Operations Administration (Mr. Stassen).

Three other Presidential assistants will be ex officio members of the Council. They are Gabriel Hauge, administrative assistant for economic affairs; Robert Cutler, special assistant on national security affairs; and a member of the Council of Economic Advisers.

Mr. Dodge was President Eisenhower's first Budget Director. Since adjournment of Congress last summer Mr. Dodge has been working on matters pertaining to coordination of foreign economic policy. The White House indicated that there would be no conflict in his activities as chairman of the new Council on Foreign Economic Policy and the duties performed by Clarence Randall, who is serving as Special Consultant to the President on foreign economic policy.

Mr. Randall was chairman of the so-called Randall Commission which drafted a legislative program on foreign economic policy early this year (see INFORMATION LETTER of Feb. 6, page 111, and April 3, page 154). He is to continue to have the task of pressing before Congress the President's foreign trade program, including extension of the Trade Agreements Act.

Philippine Trade Agreement

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other country will be determined by applying the following percentages of the regular tariff rate:

Years	Philippine Rate on U. S. Articles	U. S. Rate on Philippine Articles
	(percent of the regular tariff rate)	
1956-58.....	25	5
1959-61.....	50	10
1962-64.....	75	20
1965-67.....	90	40
1968-70.....	90	60
1971-73.....	90	80
1974.....	100	100

Under the 1946 agreement the tariffs to be imposed by each country on the other were to rise 5 percent a year, beginning July 4, 1954, so as to equal 100 percent of the regular tariff rate in 1974, when the trade agreement is scheduled to expire.

The revised agreement also would sanction a temporary special import tax, in lieu of the present tax on the sale of foreign exchange, on articles imported into the Philippines. Such an import tax is to be nondiscriminatory.

The initial import tax is to be no higher than the present rate of the foreign exchange tax, and will be reduced progressively, 10 percent a year, beginning in 1957.

The revised agreement grants to the Philippines the right to impose quotas on imports; such action by the U. S. is authorized by Congress and is reaffirmed in the new agreement.

The revised agreement also eliminates a prohibition against the imposition of Philippine export taxes and yields to the Philippines control over its own currency. The latter provision authorizes the Philippines to change the value of its currency in relation to the value of U. S. currency and to control convertibility of Philippine pesos into U. S. dollars.

On a reciprocal basis, the revised agreement assures equal rights to citizens of each country in the territory of the other, and provides for reciprocal nondiscrimination against citizens or enterprises of the other with respect to engaging in business.

Each country, however, reserves the right to limit the extent to which aliens may engage in fishing.

In a joint statement on the negotiations, the chiefs of the U. S. and Philippine missions stated:

"It is hoped that with these changes the Philippines will sooner succeed in attaining a better balanced economic status as a free nation. It is also hoped that these changes will further strengthen the friendly and mutually beneficial political and economic relations between the two countries."

Exports of Tomato Products

The Bureau of the Census has revised its statistical classifications for certain canned tomato products, effective January 1, and after that date will report on exports of these products in greater detail than before.

Instead of one classification—catsup, chili sauce, and other tomato sauces—the Bureau of the Census has established these two new classifications, for which export statistics will be collected and published separately:

Schedule B number	Commodity Description
124750	TOMATO SAUCE FOR COOKING PURPOSES (Report catsup, chili sauce, and similar table tomato sauces in 121150; tomato paste and puree (pulp) in 124700)
125150	CATSUP (KETCHUP), CHILI SAUCE, AND SIMILAR TABLE TOMATO SAUCES (Report tomato paste and puree in 124700; tomato sauce for cooking in 124750)

As before, export statistics will be published separately on tomato paste and puree, canned tomatoes, and tomato juice. The statistical classifications for these products and other canned foods remain unchanged.

The reclassification of tomato paste and tomato table sauces was requested by a canner and supported by the N.C.A.

Ed Phelps Joins ODM Staff

Edward F. Phelps, Jr., former OPA and OPS executive, has been appointed Assistant Director for Stabilization in the Office of Defense Mobilization, where he will be responsible for the further development of national price, wage, and rent stabilization measures which might be required in event of a national mobilization.

Mr. Phelps will be responsible to Arthur S. Flemming, Director of Defense Mobilization. Mr. Phelps succeeds Glenwood J. Sherrard, Boston hotel executive, who has been serving as Assistant Director (see INFORMATION LETTER of September 12, 1953, page 281).

Michigan Canners and Freezers

The Michigan Canners and Freezers Association reelected its officers recently at the association's fall meeting:

President—C. H. Carlson, Burnette Farms Packing Co., Hartford; vice president—Gary S. Morgan, John C. Morgan Co., Traverse City; secretary-treasurer—Reed M. Roberts, Grand Rapids.

Citrus Fruit Production

Prospective production of 1954-55 crops of oranges is estimated by the Agricultural Marketing Service of USDA at 136,075 thousand boxes, 7 percent above last season and 36 percent above average.

Production of grapefruit and lemons, however, is estimated at levels below last season's production. The total grapefruit crop is indicated at 46 million boxes, 5 percent below the 1953-54 crop and 8 percent below average. California lemons are forecast at 14.6 million boxes, 9 percent below last season but 17 percent above average.

Following is a summary of production prospects for the coming season and comparisons:

	1943-52 average	1953	1954 Indicated
	(Thousands of boxes)		
Oranges.....	109,464	125,930	136,075
Tangerines.....	4,410	5,000	5,400
Grapefruit.....	50,034	48,370	46,120
Lemons.....	12,493	16,130	14,600

Season begins with the bloom of the year shown and ends with the completion of harvest the following year.

Prospects for the Florida orange crop declined about 5 percent during November. Valencias dropped more than early oranges. Early and mid-season oranges are now indicated a little above last season while Valencias are a little below. Grapefruit prospects in Florida are unchanged from a month earlier and the indicated crop is 13 percent below 1953-54 production. Moisture is needed in all areas but the shortage is not yet critical. Cool weather has hastened maturity, improved the color of the fruit, and helped to conserve the limited supplies of soil moisture. Total utilization to date is considerably below a year ago. Fresh use totals about the same but processing has been running below last year.

Growing conditions in Texas continued favorable during November. Trees are in exceptionally fine condition. Quality of fruit is excellent and sizes are satisfactory. Movement was slow during most of November but was increasing by December 1.

Arizona citrus prospects continue favorable. Trees are in good condition and fruit has sized well. Movement is well underway for both grapefruit and navel oranges.

California weather has been generally satisfactory for the development of citrus crops. Most citrus areas received beneficial rains during November and temperatures have

not varied far from normal. Prospects are well above last season for both navel and Valencia oranges but lower for lemons. Grapefruit are indicated about the same as last season.

Poultry Used in Canning

The quantity of poultry canned or used in canning during October totaled 21,091,000 pounds compared with 15,677,000 pounds in October last year, according to the Crop Reporting Board of USDA.

The quantity of poultry used in canning during the first 10 months of 1954 totaled 189,652,000 pounds compared with 151,940,000 pounds during the same period of 1953 and 156,058,000 pounds during January-October of 1952.

Convention Speakers

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ment, he is regularly in attendance at meetings of the National Security Council.

He attended grammar and high school in Saginaw, Mich., where he played on the high school state championship football team. Later he attended the University of Michigan, obtaining his law degree there in 1912. He practiced law in Saginaw until 1917, when he became general counsel of M. A. Hanna Company, at Cleveland. Successively he served that firm as partner, vice president, executive vice president, president, and chairman of the board. From 1929 to 1950 Mr. Humphrey was instrumental in a number of industrial activities, in steel, iron ore mines, lake vessels, blast furnace properties, and bituminous coal. Like other members of the Eisenhower Cabinet he resigned his corporation offices on appointment.

Before entering the Cabinet, Mr. Humphrey had formerly held the following positions: Member and former chairman, Business Advisory Council of the U. S. Department of Commerce; Trustee, Committee for Economic Development; Chairman, Industrial Advisory Committee of Economic Cooperation Administration for Revision of Reparations and Dismantling of Plants in Germany; member of Academy of Political Science, Tax Foundation, American Iron and Steel Institute, American Institute of Mining and Metallurgical Engineers, Newcomen Society of England, National Industrial Information Committee, U. S. Council of International Chamber of Commerce; member of various education and charitable groups.

Convention Directory Listings

January 3 is the deadline for receipt of listings for the *Convention Room Directory* to be issued by N.C.A. for use at the 1955 Convention in Chicago. Forms containing information on how listings should be made were mailed to members recently.

Optional methods of listing are (1) firm name with hotel and room number, (2) name of individuals under the firm name with or without hotel and room number, and (3) departments under firm (production, sales, etc.) with hotel and room number.

Data should be returned to R. F. Alexander, N.C.A., 1133 20th St., N.W., Washington 6, D. C.

He is a recipient of numerous awards and honorary degrees, from a total of 11 educational institutions.

Ralph D. Paine, Jr.

Mr. Paine has held a wide variety of editorial and managerial positions in Time, Inc. He joined the company as a *Time* writer in 1931, was appointed business editor of the magazine in 1933, and held that post until 1938 when he became editorial assistant to the then-president of Time, Henry R. Luce. In 1939, while vacationing in Europe, Mr. Paine was asked to remain abroad and direct Time's London and Paris bureaus. Mr. Paine became managing director of March of Time, Ltd., London, and had charge of European operations for all Time publications. When the Germans moved into Paris, Mr. Paine returned to the United States to head up the Washington bureau. In 1941 Mr. Paine joined *Fortune* and later in the same year became managing editor. He held this post until February, 1953, when he was made publisher. Mr. Paine became a vice president of Time, Inc. in July, 1953.

After graduation from Yale in 1929, Mr. Paine spent two years as securities analyst with Edward B. Smith & Co., New York City. In 1945 he served as a war correspondent in the Pacific, covering the Okinawa operation with the Navy.

Following the General Session of Saturday morning, the Convention will break into special conferences now being arranged by the N.C.A. Research Laboratories, Raw Products Bureau, Division of Statistics, and the Fishery Products Division.

Characterization of these special conferences and schedule of their sessions will be found on the next two pages.

Preliminary Program

Saturday, February 19

10 a. m.—General Session

Presiding: E. E. WILLKIE, President, N.C.A.

Invocation

Greetings: President WILLKIE

Report of the Committee on Nominations: FRED C. HEINZ, Chairman

Election of Officers

Address: (title to be announced)

RALPH D. PAINE, Jr., Publisher, Fortune Magazine.

Address: (title to be announced)

The Honorable GEORGE M. HUMPHREY, Secretary of the Treasury

Report of the Committee on Resolutions: H. J. BARNES, Chairman

Installation of New Officers

2 p. m.—Canning Procedures and Products

Session jointly sponsored by Canning Machinery and Supplies Association and N.C.A. Research Laboratories

A group of discussions on problems of current interest in canned food production will be headed by selected speakers

The Detection and Control of Flat Sour Organisms in Cream Style Corn Canning Equipment—A. A. KOPETZ and E. H. RUYLE, Research and Technical Dept., American Can Co.

Venting Requirements for Vertical and Horizontal Retorts using Automatic Loading and Unloading Systems—D. V. ALSTRAND and B. W. BLAIR, Research and Technical Dept., American Can Co.

Recent Findings in the Sodium Content of Dietetic Canned Foods and Their Significance—FRANKLIN C. BING, Nutrition Consultant

Another subject yet to be selected will complete the session

2 p. m.—Procurement of Raw Products

Panel discussion: Procurement of Raw Products

Ways and means which canners may use to persuade good farmers to contract for canning crops will be discussed. A comparison of the economic returns to be derived from canning crops with returns from competitive crops will be made, and suggestions outlined showing how canners may obtain information of this kind which can be used by the field men when talking with growers. The inducements canners might use to obtain acreage will be indicated, and suggestions made as to how such a program might be organized. It is expected that a well-known vegetable grower will present his views as to what the canner might do to improve relations with growers.

2 p. m.—Marketing Session

Panel Discussion: Can the Smaller Canner Merchandise? A panel discussion by experts in the field of food merchandising. Although well versed in all aspects of merchandising, they will speak from the point of view of the smaller canner.

The Institutional Market for Canners: HAROLD H. JAEGER, Director, Marketing Bureau, Can Manufacturers Institute

Panel Discussion: How Canners Can Get a Bigger Slice of the Institutional Market—Moderator: LEO NEJELSKI, Nejelski & Co., Management Consultants; Panel Members: JOHN O. SABATOS, Bickford's, Inc.; Miss BEATRICE HUGHES, Harding Restaurants; Col. PAUL LOGAN, National Restaurant Association; and JAMES E. STINSON, H. F. Behrhorst & Son, Inc.

Institutional Usage of Canned, Frozen, and Fresh Foods: Dr. WAYNE BITTING, Agricultural Marketing Service, U. S. Department of Agriculture

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Sunday, February 20

2 p. m.—Fishery Products Conference

Presiding: ARTHUR H. MENDONCA, Chairman,
N.C.A. Fishery Products Committee

Program and speakers to be announced

2 p. m.—Agricultural Management Problems

Two panel discussions will be held to indicate how management evaluates some of the methods used by canners to obtain better yields and higher grades of canning crops. Subjects covered will include an appraisal of soil testing programs, the use of field demonstrations and experimental plots, and a discussion as to whether certain custom services, such as supplying specialized equipment for spraying or dusting, fertilizer application, and harvesting, currently being supplied by canners or custom operators for growers are economically desirable.

2:30 p. m.—Factors Influencing the Shelf Life of Canned Foods

A panel of five specialists will analyze requirements for ensuring full acceptability of canned foods during distribution, marketing and use. Chairman—W. J. MUTSCHLER, Research and Development Dept., Continental Can Co.

Relationship of Canning Procedures to Shelf Life of Canned Foods—A. G. SKIBBE, Research and Development Dept., Continental Can Co.

The Effect of Tin Coating Weight and Base Steel—V. WALTER VARIO, U. S. Steel Company

The Effect of Storage Temperature—Dr. D. K. TRESSLER, Quartermaster Food and Container Institute

Preventing Corrosion of Exterior of Cans—A. R. BEALL and E. V. CASSIDY, Technical Service Division, American Can Co.

Monday, February 21

9 a. m.—Pesticide Tolerances— Their Effects on Raw Product Procurement and Factory Operations

Joint session of N.C.A. Raw Products Research Bureau and Research Laboratories

The recently announced pesticide tolerances and those to be adopted under the Miller Act will be discussed from the standpoint of the canner—how they affect his operations and relations with growers.

How Do the Tolerances Affect the Procurement of Raw Products?—CHARLES E. PALM, Cornell University

What are the factory control aspects? This will be handled in two parts, the first of which is a panel discussion of bioassay techniques for residue detection, presented by representatives of four laboratories engaged in research on this subject. The second part covers the effect of applied pesticides on flavor changes in canned foods, this also to be presented by a specialist in the subject.

Diverted Acreage

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could not have exceeded the 1952-53 average on farms where one or more individual crop allotments were established, without loss of all crop price support eligibility.)"

Secretary Benson issued the following statement:

"We are glad to be in position to make these constructive moves toward less regimentation and greater freedom of choice for farmers.

"When we proposed cross-compliance and other production controls last June, they seemed to be a necessary evil. There was yet no definite assurance that rigid price supports would not be continued for next year's production. And rigid supports bring the need for rigid controls. There was also the prospect that 1954 crops would add substantially to some of the more serious surplus problems.

"I regretted the apparent need for these further controls, and said at that time that they were not the answer to the farm problem.

"In the summer, Congress passed the new Agricultural Act, providing price flexibility and the opportunity for sound adjustments in farm operations. Also, drought became a dominant factor in many states. In addition to the special problems for farmers and ranchers in the drought areas, the national production outlook for some important crops was changed. The 1954 corn crop dropped below three billion bushels—less than we are using annually. At the same time, the total number of animal units remained at high levels, and will probably go higher.

"In view of these developments, and after a series of regional meetings in drought areas and consultations with farm organizations and farm leaders, we announced in September that we were eliminating from the 1955 diverted acres program the proposed total-acreage-allotment provision which would have limited total crop production on larger farms. At that time it still seemed advisable to retain the cross-compliance provision among the different allotment crops, and to plan a special limitation on the use of diverted acres to produce commercial vegetables and potatoes next year.

"Since then we have continued to study these remaining 'special' controls, which are not required by law, and we find that new developments have changed the basic situation still more. The drought is very severe in widespread areas, and there is need to rebuild feed supplies in much of the South, the Southern Great Plains, and parts of the West. Subsoil moisture has been depleted in large regions.

"We therefore decided to remove the cross-compliance provision and the special vegetable-potato limitation from the 1955 program. This means that the only production controls next year will be the required acreage allotments on basic crops, and marketing quotas when approved by farmers themselves by two-thirds vote in referenda.

"There were acreage allotments and marketing quotas this year for wheat, cotton, peanuts, and major types of tobacco, and acreage allotments alone for corn. Controls may also be necessary in 1955 for rice, the sixth of the 'basic' crops. As provided by law, producers will have to comply with an established allotment next year to be eligible for price support on that crop, and quota penalties (if a marketing quota is in effect) will apply when an allotment is exceeded. Also, in accordance with legislative provisions, compliance with all crop allotments is a condition for eligibility for Agricultural Conservation Program assistance. But exceeding an allotment for one crop will not affect support eligibility for another, and there will be no limitation on the use of diverted acres as a requirement for price support eligibility.

"I am personally convinced that the greater freedom for farmers as a result of this action will be far more valuable than such protection as might have resulted for producers of non-basic crops.

"The chief effect of the proposed cross-compliance program would have been an incentive for greater compliance with corn allotments. Marketing quotas for the other basic crops automatically insure a high degree of compliance. There are no marketing quotas for corn. But as I have pointed out, the present situation calls for greater flexibility in the production and use of feed grains.

"The announcement about small feed grain price supports for next year, which is being made simultaneously today, has an important bearing on this situation. Production of these four grains increased this year, but a lot more of them are headed for government storage instead of going into consumption. Adjusting the price support levels for next year will help correct this situation, while still retaining effective supports to encourage orderly marketing and financing. It is in line with the shift to flexible supports Congress has directed for basic crops. The increased price flexibility made possible by this action will also aid dairymen and poultrymen who have been caught in a price-cost squeeze.

"The 70 percent of parity support for oats, barley, rye and grain sorghums will be approximately the same as the level of price support

for corn in the noncommercial areas of the country, and the eligibility requirements will be the same. With the increased acreage of these small grain crops that occurred this year, and is in prospect for 1955, it is estimated that total cash income from these crops will be considerably higher next year than in 1953. And it is certainly in the interests of all farmers to permit feed to go into use freely.

"As far as the proposed commercial vegetable-potato limitation is concerned, recent study—including consultation with all segments of the industry itself—shows that under present circumstances the control measure would not be likely to accomplish the results for which it was intended. With other controls relaxed, there is greater opportunity to grow different crops and less pressure to plant vegetables and potatoes on diverted acres.

"By far the greater proportion of our commercial vegetables and potatoes are grown in areas where there are few allotment crops, and therefore few diverted acres. The proposed limitation would not be effective in these areas, leaving a spotted control situation in limited regions. Further, a check shows that vegetable and potato acreages were not increased in 1954, even though there was no limitation then on use of around 25 million diverted acres.

"An important consideration, though not the major one in the decision to remove cross-compliance and vegetable limitation controls, is the fact that these programs would be both difficult and costly to administer. It has been estimated that the administrative costs would have run to around three million dollars.

"With the actions announced today we are moving in the right direction—and in line with the principles of greater flexibility and freedom adopted by Congress in the Agricultural Act of 1954. Also, our stepped up emphasis on marketing is opening additional outlets for American farm products, both at home and abroad. As we adjust price supports realistically, we can relax controls. The developing situation made it possible for us to take a major step toward the achievement of these objectives.

"I know that farmers will use their increased opportunities wisely, using many of the acres they divert from basic crops to produce the roughage needed in balancing livestock rations and to carry out sound conservation practices. The Department of Agriculture, through its various land-use programs, including the Agricultural Conservation Program, is assisting producers in the vital job of handling their diverted acres so that they will be ready in the future to meet the increased food and fiber needs of a steadily growing population."

Further Statement by Secretary Benson

The following is excerpted from the speech by Secretary Benson before the annual convention of the American Farm Bureau Federation in New York City December 15:

"We announced earlier this week the elimination of cross compliance and allotments on potatoes and vegetables from the 1955 program. Farmers will have, for 1955, the same freedom to use diverted acres as they had in 1954.

"I am convinced that the freedom which results from this step will be of great value. By far the most of our potatoes and vegetables are produced in regions which are not diverting acreage from the basic crops. In 1954, when farmers were free to use diverted acres in any manner they wished, the acreage of vegetables and potatoes was not increased.

"The administration of these regulations would be difficult if not impossible. Farmers have expressed overwhelming opposition to these controls in our discussions with them. Costs would be in the neighborhood of \$3 million. Under present circumstances I can think of many ways in which the people could spend \$3 million better than in taxes to pay for the red tape of cross compliance and vegetable acreage allotments.

"While we recognize that there are some hazards in moving in this direction, we also believe the benefits will more than offset them. Perhaps Congress should more clearly define this whole area of farm production controls.

"The Congress has chosen a farm program which heads us toward greater freedom. If I properly interpret the position of the American people, they concur in that decision. Therefore, it is appropriate for us in the Department of Agriculture to use our administrative authority in such a manner as to provide as large a degree of freedom as is consistent with the responsible administration of our farm programs."

Shipments of Metal Cans

Shipments of metal cans for fruits and vegetables, meats and poultry were lower during October of this year than in October of last year, according to a report by the Bureau of the Census, U. S. Department of Commerce.

	Jan.-Oct.	
	1953	1954
(short tons of steel)		
Fruit and vegetable (including juice).....	1,248,874	1,211,100
Meat (including poultry).....	104,560	113,808
Fish and seafood.....	91,365	92,408
Other (including soup and baby food).....	372,065	360,885

* Other than cans for milk and other dairy products, coffee, lard and shortening, soft drinks, beer, and pet foods.

Shipments of Glass Containers

Shipments of glass containers for food have been reported by the Bureau of the Census, U. S. Department of Commerce.

	Jan.-Oct.	
	1953	1954
(thousands of gross)		
Wide-mouth food (including fruit jars and jelly glasses)...	27,944	30,090
Narrow-neck food.....	16,530	16,057

Planning For A-Bomb Attack

The new risk faced by industry of direct attack in the event of war and how to meet it are outlined in a new booklet, *A Job For Management*, issued by the Business and Defense Services Administration, U. S. Department of Commerce.

Prepared by BDSA, with the assistance of a special industry task group composed of representatives of 10 major companies, the booklet contains suggestions advanced by industry experts for the continuity of production and management in the event of attack, sabotage or natural disaster.

Copies of the new booklet may be obtained from the Commerce Department or any of its field offices.

Production Economics Research

The Production Economics Research Advisory Committee has urged a much greater expansion of economic research concerned with production adjustments on farms faced with reduced market outlets.

Established under authority of the Research and Marketing Act of 1946, the committee meets annually. It met December 6-8 in Washington.

Committee members said there is need for studies in all of the "type-of-farming" areas where wheat, cotton, or butterfat is a major product.

The committee also recommended research to furnish an objective basis for guiding the development of cost-sharing and other public assistance programs for conservation and for showing how far these programs can and should go in bringing about desirable land use adjustments.

Among other principal recommendations of the committee were (1) study of the changes farmers make in the products they produce and substitutions they make in response to cost-price changes, (2) expansion of research on the use of new machines and techniques for handling, curing,

drying, and storing farm products on the farm, (3) expansion of work on the economics of fertilizer use, (4) research on the profitable use of feed and forage by livestock, and analysis of the economic limits of substituting one feed for another, (5) study of the problems of disrupted local farm labor forces resulting from advances in farm technology and production adjustment, (6) study existing tax laws and assessment procedures and determine whether there may be superior alternative sources of revenue, (7) make additional studies of the risks of farming (embracing long-time average yields and their variability, by crops and by counties), (8) study the possibility of new types of credit arrangements to facilitate needed farm adjustments, (9) give more attention to the economics of irrigation and of irrigation systems and practices, (10) intensify research on water laws and regulations, and (11) additional study of problems of getting established in farming and improvement of farm rental arrangements.

Woodbury Award

The Woodbury Award for the outstanding scientific paper on development or improvement of crops grown for canning was presented this year to F. W. Allen of the University of California, Davis, Calif.

The 1954 award was for his paper entitled "Influence of Growth Regulator Sprays on the Growth, Respiration, and Ripening of Bartlett Pears." The award was presented recently at the annual meeting of the American Society for Horticultural Science.

The award was established in 1949 by Dr. C. G. Woodbury, retired Director of the N.C.A. Raw Products Research Bureau, through the A.S.H.S.

Seventeen Promotion

The Association mailed last week copies of a merchandising folder containing suggestions on how canners individually can promote the forthcoming February, 1955, article scheduled for *Seventeen* magazine. The folder was sent to N.C.A. members and special mailings were made to members of the National Food Brokers Association by Dudley, Anderson & Yutzy, the New York public relations firm engaged to conduct the C.&T.R. promotion. Included in the folder are samples of numerous types of store displays suggested as opportunities to take advantage of the *Seventeen* feature promotionwise.

Information Letter Schedule

Because of the Christmas holiday, the next issue of the INFORMATION LETTER will be published December 29.

In that issue will be reported details of the year-end crop reports, covering vegetables for processing and all fruits, which were scheduled for issuance late yesterday by the Agricultural Marketing Service of USDA.

The first scheduled issue of the INFORMATION LETTER in 1955 will be published January 8.

Meeting of Ohio Canners

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because of its size but because of its stability. "No other product enjoys such sales with such continuing regularity," he stated.

Looking to the future, Mr. Campbell said that the number of mouths to be fed is increasing at a more rapid rate than ever before in American history. "If continued for another five years, the population by 1960, at the current increased rate of about 1.8 percent, would rise to 172 million; by 1975, 190 million. The food producers' problem easily could become one of production to keep up with demand rather than of trying to induce consumers to absorb surplus production," he stated.

Mr. Campbell cited figures to show that canned foods per capita consumption 15 years ago was approximately 90 pounds; today it is 135 pounds, a 50 percent increase. The population 15 years ago was 131 million and is today 160 million or a 22 percent increase.

Thus, canned foods consumption has increased at a greater rate than the population increase. But this situation is encouraging to the canner only if he continues to get his share of the food business, he stated.

The above remarks were included in an introductory statement Mr. Campbell made to the Ohio canners, following which he presented the color-slide description of details and progress of the current N.C.A. Consumer and Trade Relations program.

The Information Division issued press and radio-TV releases on high-lights of the address of Mr. Campbell to 188 newspapers and 101 radio-TV stations in Ohio, as well as to the national and state branches of the wire services, and the canning trade journals.

Forthcoming Meetings

- January 5-6—Ontario Food Processors Association, Canners School, Ontario Agricultural College, Guelph
- January 5-8—Utah Canners Association, Canners School, Provo (Jan. 5-6) and Ogden (Jan. 7-8)
- January 9-13—Super Market Institute, Midyear Meeting, Boca Raton Club, Boca Raton, Fla.
- January 11-13—Illinois Canners Association, Canners School, University of Illinois, Urbana
- January 12-13—Iowa-Nebraska Canners Association, Canners Conference, Iowa State College, Ames
- January 12-13—Northwest Canners Association, Annual Convention, Olympic Hotel, Seattle
- January 17-19—Michigan Canners and Freezers Association, Canners School, Michigan State College, East Lansing
- January 18-20—Tri-State Packers Association, Sixth Annual Management Workshop, College Park, Md.
- January 25-26—Wisconsin Canners Association, Canners School, University of Wisconsin, Madison
- January 26-28—Indiana Canners Association, Fieldmen's and Canners School, Purdue University, Lafayette
- January 27-28—Canners League of California, Annual Fruit and Vegetable Sample Cutting, Fairmont Hotel, San Francisco
- January 31-February 1—Tri-State Packers Association, Fieldmen's School, University of Maryland, College Park
- January 31-February 3—Ohio Canners Association, Canners' and Fieldmen's Conference (Jan. 31-Feb. 1) and Canners' Short Course (Feb. 2-3), Ohio State University, Columbus
- February 1-3—Minnesota Canners and Freezers Association, Eighth Annual Canners and Fieldmen's Short Course, Leamington Hotel, Minneapolis
- February 2-4—Pennsylvania Canners Association, 10th Annual Fieldmen's Conference, Pennsylvania State University, State College

February 8-9—New York State Canners and Freezers Association, Canners School, New York Experiment Station, Geneva

February 14-16—Canadian Food Processors Association, Annual Convention, Seignior Club, Montebello, P. Q.

February 15-18—National-American Wholesale Grocers Association, 49th Annual Convention, Hotel Morrison, Chicago

February 18—National Pickle Packers Association, Winter Meeting, Drake Hotel, Chicago

February 19-23—National Canners Association, 48th Annual Convention, together with National Food Brokers Association and Canning Machinery and Supplies Association, Chicago

March 4-5—Virginia Canners Association, 47th Annual Convention, Hotel Roanoke, Roanoke

March 8-9—Pennsylvania Canners Association, Second Annual Canners Workshop, Yorktown Hotel, York

March 10-11—Tri-State Packers Association, Spring Meeting, Haddon Hall, Atlantic City, N. J.

March 10-11—Ozark Canners Association, Annual Meeting, Colonial Hotel, Springfield, Mo.

March 13-16—National Association of Frozen Food Packers, Annual Convention, Conrad Hilton Hotel, Chicago

March 25-26—Utah Canners Association, 43rd Annual Convention, Hotel Utah, Salt Lake City

March 28-29—Canners League of California, 51st Annual Meeting, Santa Barbara Biltmore, Santa Barbara

May 1-4—Super Market Institute, Annual Meeting, Cleveland

May 13-14—Pennsylvania Canners Association, Fourth Annual Sales Clinic, Bedford Springs Hotel, Bedford

May 15-18—U. S. Wholesale Grocers Association, Annual Convention and Exposition, Miami Beach, Fla.

June 12-13—Michigan Canners and Freezers Association, Spring Meeting, Park Place Hotel, Traverse City

June 23-24—California Olive Association, Technical Conference, Brockway, Lake Tahoe

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